

---

**Subject: Breastfeeding Peer Counselor Program**

---

Effective Date: October 1, 2007

Revised From: October 1, 2006

**Policy:** WIC clinics are encouraged to implement breastfeeding peer counselor programs to enhance the promotion and support of breastfeeding.

1. WIC clinics may apply annually for breastfeeding peer counselor program grants (separate from and in addition to Nutrition Services and Administration [NSA] funding.) Grants are awarded based on funding availability.
2. Breastfeeding peer counselors should be previous or current WIC participants and must have breastfed for at least six months. Exceptions must be approved by the State Agency (SA.)
3. A breastfeeding peer counselor's hourly compensation should be equal to or greater than that paid to a WIC clerk working in a WIC clinic.
4. All peer counselors must complete the Kansas Peer Counseling Training Program and pass all tests to be considered a WIC breastfeeding peer counselor. Breastfeeding peer counselors trained through other programs shall seek approval from the SA to be considered a peer counselor.
5. All peer counselors must participate in an annual continuing education provided by the SA and should attend WIC clinic or health department staff meetings and participate in the quarterly breastfeeding peer counselor conference calls. Peer counselors and peer counselor supervisors are encouraged to participate in additional breastfeeding conferences and trainings.
6. Breastfeeding peer counselor supervisors should have specialized training in lactation management, such as Certified Breastfeeding Educator (CBE) or International Board Certified Lactation Consultant (IBCLC) certification, and must complete the Kansas Peer Counseling Training Program when offered by the SA.
7. Breastfeeding peer counselors must refer clients with breastfeeding problems to a WIC RN or RD trained in breastfeeding management. WIC clinics with breastfeeding peer counselor programs must designate a breastfeeding expert such as an IBCLC or a La Leche League Leader to receive referrals that the WIC clinic staff do not feel capable of handling.

**Procedure:**

1. Statewide breastfeeding peer counselor training is offered approximately one time per year. Supervisors are responsible for providing training to peer counselors during time periods a

---

**Subject: Breastfeeding Peer Counselor Program**

---

statewide training is not provided. Supervisors must contact the SA when hiring a new peer counselor to obtain the Kansas Peer Counselor Training materials.

2. Referrals to the peer counselor should be documented on the referrals window in KWIC. Enrollment with a peer counselor should be documented on the referrals window as “has” and/or by using the Notes window in KWIC. Peer counselors must document contacts with a client. Documentation can be on the Contact Log or in KWIC. Peer counselors may be provided with the KWIC Breastfeeding Peer Counselor Security Access. See the Breastfeeding Peer Counselor Contact Log in the Forms Section of the PPM.
3. Breastfeeding peer counselor supervisors must submit quarterly activity reports. See the Quarterly Activity Report Form in the Forms Section of the PPM. Submission must be completed as follows:

<b>Quarter</b>	<b>Submission Deadline</b>
October, November, December	January 20
January, February, March	April 20
April, May, June	July 20
July, August, September	October 20